

MINDSET DEVELOPMENT

In business, mindset is the mode of thinking that helps you achieve those goals. Successful entrepreneurs embrace challenges, mistakes, and failure as opportunities to develop new skill sets to help them succeed in the future. Knowing how to nip them in the bud can make you a great entrepreneur.

The mindset for Entrepreneurship

An entrepreneurial mindset is a set of skills that enable people to identify and make the most of opportunities, includes creativity, problem-solving skills, and a propensity to innovation.

Passion and Entrepreneurship

Entrepreneurial passion is consciously accessible intense positive feelings experienced by engagement in entrepreneurial activities associated with roles that are meaningful and salient to the self-identity of the entrepreneur.

Entrepreneurship as a Habit

A habit is a sometimes unconscious pattern of behavior that is carried out often and regularly. Successful entrepreneurs have developed habits to help them achieve success over and over again. The habits entrepreneurs have require self-leadership, creativity, and improvisation.

THE SELF-LEADERSHIP HABIT

Self-leadership habit is the practice of intentionally influencing your thinking, feeling and actions towards your objective. It is How to Become a More Effective, and efficient leader from the inside out.

THE CREATIVITY HABIT

Creativity is the ability to come up with new ideas and to identify new and different ways of looking at a problem and opportunities. It is a process of assembling ideas by recombining elements already known but wrongly assumed to be unrelated to each other.

THE IMPROVISATION HABIT

The concept of entrepreneurial improvisation can be defined as a behavioral model of entrepreneurial teams characterized by the ability to compose and execute an action, reflecting the ability to build solutions quickly from available resources.

THE MINDSET AS THE PATHWAY TO ACTION**Relate the Mindset for entrepreneurship to entrepreneurial action.**

The entrepreneurial mindset is about a certain way of thinking it is about the way in which you approach challenges and mistakes. It is about an inherent need to improve your skill set and to try and try again. The entrepreneurial mindset is what you need to propel yourself forward.

Self-Efficacy and Entrepreneurial Intentions

The entrepreneurial self-efficacy is the perception of the confidence of the entrepreneurs in themselves in their own entrepreneurial capacities, before they are laid out to launch out in the business.

There is a General Self-Efficacy Scale (GSES) designed by researchers to assess the degree to which we believe our actions are responsible for successful results. It measures the belief we have in our ability to carry out difficult tasks, cope with adversity, persists in reaching our goals and recover from setbacks.

The Role of Mindset in Opportunity Recognition

Mindset plays role in opportunity recognition in a business to appeal to customers, stay relevant in a changing marketplace and grow. It also goes hand-in-hand with innovation (creating new things) and continuous process improvement (improving existing things).

CONCEPT OF ENTREPRENEURSHIP

Entrepreneurship is the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, social risk and receiving the resulting rewards of monetary and personal satisfaction and independence.

The factors which lure a person to become entrepreneur are called **PULL FACTORS** and the factors that compel him are called **PUSH FACTORS**. The **later** includes the perception of advantages, spotting an opportunity, government policies, motivation, and influenced. While, the **earlier** includes the Job Dissatisfaction, Relocation, Joblessness, Lay Off and Retirement.

CRITICAL SUCCESS FACTORS IN ENTREPRENEURSHIP

The most critical and most important key success factors that can make an entrepreneur become a successful entrepreneur are Existence of a Good Business Opportunity, Technical Competence, High Mental Ability and Human Relation Skills.

CAUSES OF BUSINESS FAILURE

Common causes of business failure are Unbalanced Experience in a line of business, poor managerial experience, lack of information about the customer, lack of product development.

ENTREPRENEURIAL/BUSINESS ENVIRONMENT

Entrepreneurship environment refers to the various facets within which enterprises- big, medium, small and other have to operate. The environment therefore, influences the enterprise. By and large, an environment created by political, social, economic, national, legal forces, etc influences entrepreneurship. Hence, it is very necessary to have a clear understanding of the concept of business environment and the nature of its various components.

Meaning of business environment

Business environment may be defined as the total surroundings, which have a direct or indirect bearing on the functioning of business. It may also be defined as the set of external and internal factors which are dynamic in nature and affects the business decisions of a firm.

There are Internal and external factors that affect the business. Internal factors include the vision and mission as well as employees of the organization and other internal mechanism of the organization. While, external factors are the ones which lie beyond the control of business and impact the organization immensely in operations. External environment relates with the outsiders such as suppliers, customers, creditors, government, etc.

Features of business environment

Some of the features of business environment are specific and general forces, dynamic nature, uncertainty, relativity and multifaceted.

Importance of business environment to entrepreneur

This interaction between the business and its environment helps in strengthening the business firm and using its resources more effectively in the following ways: first mover advantage, identification of threats, coping with rapid changes, improving performance and giving direction for growth.

Types of business environment

There are mainly two types of business environment, **internal** and **external**. A business has absolute control in the internal environment, whereas it has no control on the external environment. The internal environment has received considerable attention by firms. It contains the owner of the business, the shareholders, the managing director, the non-managers, employees, the customers, the infrastructure of the business organizations, and the culture of the organization. It includes 6 Ms i.e. Man (Human resource), Money (Financial factors), Marketing resources, Machinery (Physical assets), Management Structure and Nature, Miscellaneous Factors (Research and Development, Company Image and Brand Equity, Value System, Competitive Advantage), Usually, these factors are within the control of business. Business can make changes in these factors according to the change in the functioning of enterprise.